

Rep Order# 6838187
Ver# 2
Status Returned
Traffic Order# 195865
Printed: 08/02/2012 1:13 PM
1 of 2

EC'd Yes
Last Received: 08/02/2012 10:46 AM
Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) AMER 4 PROSPERITY  
Product AMER FOR PROSPERITY  
Estimate# 316  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //316  
Flight Dates 08/15/2012 - 08/21/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
MAKEGOODS WILL BE NEEDED LINES 4 AND 5

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*4	-----	-----	-----	---	-----	---	---	---	---	---	-----
			08/17-08/17	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
Buyline Comment: BONES											
Station Remark: V2 NA DUE NFL PRESEASON GAME. SEE NSM FOR MG											
*5			08/17-08/17	1	\$500.00	:30	1	F	8P-9P	1	\$500.00
Buyline Comment: HOUSE											
Station Remark: V2 NA 8/17 DUE NFL PRESEASON GAME. SEE NSM FOR MG											

---REPORT TOTALS---  
Report Totals: 2 / \$1,000.00

---SALES MONTHLY TOTALS---  
Aug 12: 13 / \$16,175.00  
Sales Totals: 13 / \$16,175.00  
Station Totals: 13 / \$16,175.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---  

Market Totals	\$202,188	CABL 0%	KASA 8%	KLUZ 0%	KOAT 17%
		KOB 33%	KRQE 42%	KWBQ 0%	

---COMPETITIVE COMMENTS---  
NEW ORDER

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Books JUL12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

Rep Order#	6838187	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 08/02/2012 10:46 AM  
Last Received: 08/02/2012 9:09 AM  
Showing Buylines: All Lines

1 of 2

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Product AMER FOR PROSPERITY  
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--- CONTRACT COMMENT ---

$$* \equiv \mathbb{C}^*$$

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		----- Buyline Comment: NEWS	08/15-08/17	1	\$3,000.00	:30	3	W-F	9P-930P	3	\$1,000.00
2		Buyline Comment: NFL PRESEASON	08/16-08/16	1	\$4,500.00	:30	1	TH	6P-9P	1	\$4,500.00
3		Buyline Comment: NFL PRESEASON	08/17-08/17	1	\$4,500.00	:30	1	F	6P-9P	1	\$4,500.00
4		Buyline Comment: BONES	08/17-08/17	1	\$500.00	:30	1	F	7P-8P	1	\$500.00
5		Buyline Comment: HOUSE	08/17-08/17	1	\$500.00	:30	1	F	8P-9P	1	\$500.00
6		Buyline Comment: HOUSE	08/18-08/18	1	\$200.00	:30	1	SA	6P-7P	1	\$200.00
7		Buyline Comment: COPS	08/18-08/18	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00
8		Buyline Comment: NEWS	08/18-08/18	1	\$325.00	:30	1	SA	930P-10P	1	\$325.00
9		Buyline Comment: NEWS	08/19-08/19	1	\$250.00	:30	1	SU	8A-9A	1	\$250.00
10		Buyline Comment: NEWS	08/20-08/21	1	\$2,000.00	:30	2	M-TU	9P-930P	2	\$1,000.00

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---COMPETITIVE COMMENTS---

NEW ORDER

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 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE





Spot Manager: All, 08/15/12-08/21/12

Alt Order #	Estimate #	Date	Length	Priority	Air Time	Ad-ID	Rate	Agency
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Advertiser: POL/Americans For Prosperity  
Station: KASA

\$16,175.00	\$16,175.00	\$16,175.00
\$16,175.00	\$16,175.00	\$16,175.00
\$16,175.00	\$16,175.00	\$16,175.00

[Sorted by: Line]

# AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lauren A. Schumacher  
do hereby request station time concerning the following issue:

Americans for Prosperity
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$	GROSS
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This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	Yes <input type="checkbox"/>	No <input type="checkbox"/>
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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

### TO BE SIGNED BY ISSUE ADVERTISER

Date 11/17/2012 Signature [Signature] Contact Phone Number 703-224-3200

### TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Title \_\_\_\_\_





Client Information Request Form

Issue

Advertiser Group Name:

Americans for Prosperity

Address:

1726 M St. NW 10th Floor

City, State & Zip Code:

Washington, D.C. 20036

Phone:

202-348-5850

Fax:

202-582-4599

Executive Director or  
President

Tim Phillips

Group Treasurer

John Flynn